



Small Steps Add Up

# planet action

April 11, 2009

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### Who We Are

The Run for One Planet is an ongoing run endeavour focused on "Inspiring Environmental Action, One Step at a time."

### Our Goals

To run one marathon each day, inspire one million new Actions for Earth and raise \$1 million for our Legacy of Action



Two Canadians, Matt Hill and Stephanie Tait, on an 11,000 mile run to inspire environmental action.

[www.runforoneplanet.com](http://www.runforoneplanet.com)

## Homeward Bound

The month of March brought the Run for One Planet tour back to its west coast roots. From San Diego northward, the shores of the Pacific Ocean have been pushing Matt and Steph along their homestretch. Up through Laguna Beach to LA, the Pacific Coast Highway offered gorgeously frothy scenery, flourishing with bright and deliciously scented flowers. How wonderful to be at home in a sea of runners and cyclists! And what a lovely thing, the Bike Lane!



Kevin delivers gourmet ice cream on the road.



Smeph and her Smencils in San Diego, CA.

## Cool Schools

Brilliant school visits teaming with knowledgeable and energetic teachers and students really made Southern California memorable. Right on up through Santa Barbara and beyond, the Ten Action Steps were cause for celebration. From singing about the Three R's (Reduce, Reuse, Recycle), to running a mile with Steph and Matt, and speaking about their own compost, Californian kids know their stuff and convey their support with style!



Clara and Matt check out the compost at Laguna Blanco Lower School in Montecito, CA.



Taking the Action Challenge at Calvary Christian School in Pacific Palisades.



Cross country run with Cesar Chavez School in Santa Barbara, CA.

## Fast facts

Days Into the Run  
345

Miles Run  
10,293

Where are WE Now? Visit:  
[www.WatchMyRace.com](http://www.WatchMyRace.com)

Facebook Members  
912

Regular Media Spot  
Vancouver, BC's 103.5 QMFM  
Radio with Terry and Tara  
in the morning at 8:15 am PST  
every Friday



Matt illustrates hefting groceries, when 'without plastic bags' was a new action.



Taking the Action Challenge at Calvary Christian School in Pacific Palisades.



It's compost time! Check out the R41P vermiculture bin.



Matt presents in Buddha Hall at 10,000 Buddhas in Ukiah.

## Big Sur Magic

For two full days we experienced what many call the most magic section of pavement on the Planet, Big Sur California! On both days the road twisted up steep climbs for what seemed like a successful summit to Everest (complete with gale force winds for added one step forward, one step back effect). Then, we would

drop down to almost touch 30-foot waves crashing over jagged peaks of rock, holding their own against Mother Nature's continual fury. The long training days back in BC, and all of the 'road earned' days of the tour finally brought us to this magic piece of California coastline. Even if you're not a runner, you have to come and experience this 100 miles of Pacific paradise.

## Upcoming Route Schedule

Do you know of anyone, individual or group, along our route who would want to meet us (i.e., events, accommodations, media, etc.)? To host an event with us, email Michelin at [Events@RunForOnePlanet.com](mailto:Events@RunForOnePlanet.com).

### OREGON

Portland	Apr. 12
Astoria	Apr. 17

### WASHINGTON

Seattle	Apr. 21
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## Legacy of Action REVEALED

Upon completion of the tour, Run For One Planet will use the funds donated to the Legacy of Action to lead the emerging field of environmental and lifestyle education for kids – grades 2–7. The Legacy of Action will consist of two main parts:

### 1. Funding

Direct funding will be provided to empower kids to take environmental action within their own

communities through green initiative classroom projects that educate, rehabilitate and spread environmental awareness and lifestyle change.

### 2. Education

Direct training and environmental education for kids will be offered in a medium they understand – the Internet. Kids that sign up for training will be armed with knowledge about the environment and the

simple things we can do to in order to be greener citizens. In turn, they act as "Action Ambassadors" by educating their peers using the training that Run for One Planet provides, motivating other kids to spread the message to parents and siblings. So essentially, kids train kids who then teach their families about lifestyle changes that reduce our ecological footprint – a trickle up affect.

## Serendipity in Marin County

Tour Day 328 was one of those filled with so many good things, you think it's your birthday. We started with Lululemon friends at Corte Madera, swapping tour stories over coffee and bagels. Then checked in with Matt "I've got big hair" Weinstein, the 'Emperor' of Playfair International (the college speaking tour he co-founded), and a friend of Steph's.

Lunch was with the fine folks at ODE: For Intelligent Optimists magazine ([www.odemagazine.com](http://www.odemagazine.com)) who wanted to potluck-host the crew that's running for the Planet ... and let us know the good news: Run for One Planet will be featured in the international magazine's May issue!

Next in our day of gifts came an interview for Steph with the founders of a new website dedicated to empowering women to go green.



*Good ol' party with Lance, Campbell, and co. at LC Biofuels in San Anselmo.*

A friend of Hope to Action ([www.hopetoaction.com](http://www.hopetoaction.com)) saw our tour bus down in Seaside and emailed to see if Steph would be interested in sharing her story for their on-line video interview series! So from the owner's 180 degree rooftop patio, overlooking the whole of San Francisco Bay, Steph offered her thoughts on environmental action.



*Picnic lunch with the ODE-ions at ODE Magazine in Mill Valley.*

And the day went on ... north, to Lance and Campbell at LC Bio Fuels (<http://www.lcbiofuels.com/>) in San Anselmo. It was easy to celebrate life with this earthy crew whose Friday fiesta was replete with local food (<http://www.cafegratitude.com/>), local brew (<http://www.ironsspringspub.com/>) and easy fellowship as nature's stewards.

## Take the Action Challenge

Just pick ONE

- 1 Eat Local and Organic. 2 Turn Off Your Car.
- 3 Eliminate Plastic Bags – Bring Your Own Bag.
- 4 Use Green Cleaners. 5 Turn Off the Lights. 6 Turn Off the Taps.
- 7 Reduce. Reuse. Recycle. 8 Compost.
- 9 Bring Your Own Bottle. 10 Teach Your Children Well.

Our vision is to inspire 1 million North Americans to commit to one new action for Earth.

Environmental Actions Taken to Date: 17,668

### FAR GONE

Greeting Cards for Runners, by Runners

Illustrations and design for Planet Action are courtesy of [FarGoneGreetings.com](http://FarGoneGreetings.com)